CLAIMS

What is claimed is:

1.   A method to generate revenue for an Internet broadcasting station, said method comprising:

providing programming content via said Internet broadcasting station over the Internet;

providing an Internet search engine as part of said Internet broadcasting station such that a user of said Internet broadcasting station may search for web sites on said Internet without said audio programming content being interrupted; and

paying a provider of said Internet broadcasting station a predetermined monetary amount from a sponsor of said Internet broadcasting station every time a user of said Internet broadcasting station goes to a web site of said sponsor using said Internet search engine.

2.   The method according to claim 1, wherein the Internet broadcasting station is an Internet radio station.

3.   The method according to claim 1, wherein the Internet broadcasting station is an Internet television station.

4.   The method according to claim 1, wherein the Internet broadcasting station is an Internet digital entertainment media station.

5.   The method according to claim 1, wherein the programming is accessed through a computer in a vehicle, and the search engine is accessed by voice-activated control.

6.   The method according to claim 1, wherein the Internet broadcasting station includes a user interface and includes a directory of audio/video

advertisements where a list of such advertisements is displayed to the user via the user interface.

7. The method according to claim 1, wherein the Internet broadcasting station the number of sponsors is intentionally limited such that a paying sponsor receives an enhanced position in the mind of the user.

8. The method according to claim 1, wherein the search engine of the Internet broadcasting station includes filters to make sure the user traffic is qualified.

9. The method according to claim 1, wherein the sponsor will indicate key words on which a bid is submitted, and the Internet broadcasting station will review and compare the desired key search words to the sponsor web site to qualify the sponsor.

10. The method according to claim 1, wherein the search engine or commercial advertisement is displayed is viewed on a display view in a PIP window while the main television programming content remains in the main display area of the screen.

11. A method to generate revenue for an Internet broadcasting station, said method comprising:

providing programming content via said Internet broadcasting station over the Internet;

providing an Internet search engine as part of said Internet broadcasting station such that a user of said Internet broadcasting station may search for web sites on said Internet without said programming content being interrupted; and

paying a provider of said Internet broadcasting station a predetermined monetary amount from a sponsor of said Internet broadcasting station every time a user of said Internet broadcasting station goes to a web site of said sponsor using said Internet search engine.

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12. The method of claim 11 wherein said programming content comprises music.

13. A method to generate revenue for an Internet broadcasting station, said method comprising:

setting up an account of monetary funds for each of a plurality of advertisers acting as sponsors of said Internet broadcasting station where each of said advertisers has a web site on the Internet;

having said plurality of advertisers place monetary bids for key search words that a search engine associated with said Internet broadcasting station would use to find said web sites of said advertisers;

assigning a rank value to each of said plurality of advertisers for each key search word bid on by said plurality of advertisers based on said bids;

paying a provider of said Internet broadcasting station a bid amount from said accounts of said advertisers every time a user of said Internet broadcasting station goes to a web site of said advertisers using said search engine with at least one of said key search words.

14. The method of claim 13 further comprising providing streaming audio programming content to said user from said Internet broadcasting station via said Internet.